

2020

magazine.wsu.edu

# Washington State MAGAZINE

ADVERTISING GUIDE



*Washington State Magazine's* combination of **journalistic excellence** and **engaged readership** offers exceptional advertising value as a regional university magazine.

## editorial mission

*Washington State Magazine* is the window on Washington State University—around the state and around the world—for more than 162,000 well-educated, multinational readers.

We tell Washington State's stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State's magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.

average total circulation: 162,000

QUARTERLY :: FULL COLOR :: 56 PAGES  
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

### commitment to sustainability

100% POST-CONSUMER WASTE RECYCLED PAPER  
PROCESSED CHLORINE-FREE  
≈ 60% LESS WATER USED THAN MOST OTHER PAPERS

### digital versions

WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS

circulation + distribution



A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of *Washington State University*.

## our readers

### gender

Male: 51%

Female: 49%

### age distribution

under 20: < 1%    21–25: 6%    26–30: 10%

31–40: 20%    41–50: 21%    51–60: 22%

61–70: 12%    over 71: 9%

### level of education (alumni)

Bachelor degree: 82%

Masters degree: 12%

Doctoral degree: 6%

### market areas

Seattle/Tacoma/Olympia CSA: 35%

Portland (Vancouver) MSA: 11% (other Oregon: 1%)

Tri-Cities/central Washington: 10%

Spokane/Coeur d'Alene: 10% (and adjacent counties)

Pullman/Moscow: 6% (and adjacent counties)

N. California: 4%    S. California: 4%

other Idaho: 2%    NY/New England: 2%

Arizona: 2%    Texas: 1%    Washington DC: 1%

other US: 11%    other int'l: < 1%

## sample stories + departments

spring 2019

### arctic chronicles

Chronicling the Arctic's loss and its future with science—and art.

*ALSO IN ISSUE:* Reconnecting our children to the natural world.

winter 2018

### plan bee

With honey bees in peril, agriculture turns to our wild bee species to help pollinate America's crops.

*ALSO IN ISSUE:* Healing for our Native American vets—in body, mind, and spirit.

fall 2018

### a river rolls on

The dynamics of the Columbia River have changed. And we are all part of those changes.

*ALSO IN ISSUE:* A surprising rise to a horticultural gold rush.

summer 2018

### to the rescue

Impressed by the work of the 9/11 search and rescue dogs, a large animal vet changed her career.

*ALSO IN ISSUE:* Couldn't make it to the Winter Olympics? Here's virtually the next best thing.

Profiling people



places



departments

in season

The beloved French fry knows few bounds

Huckleberries

Maybe some bigger fish to fry

sports

Winning athlete—winning coach

Embracing a second chance

One of WSU's oldest sports rides again

and possibilities

alumni profiles

Shaking hands with the past

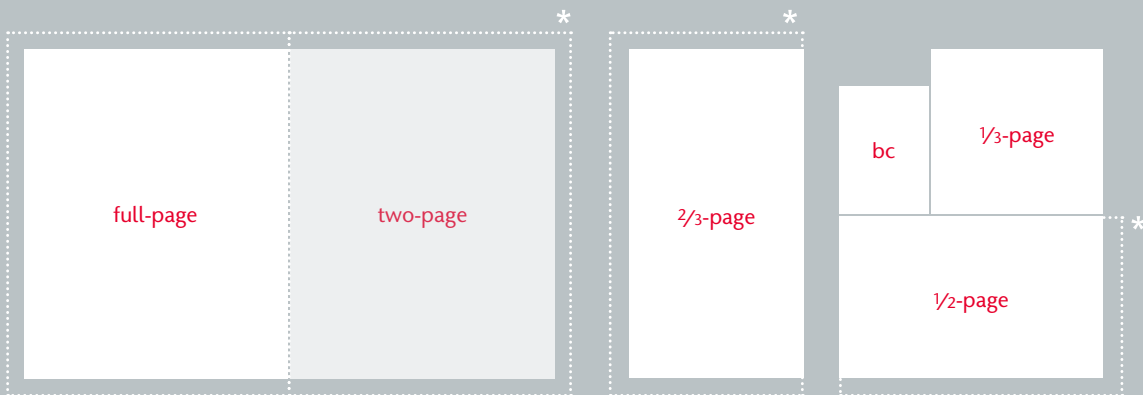
Being best

A formula for funny

From Wilbur to the world



in the Northwest



## advertising specs

### ad sizes

	width		height
two-page spread (bleed)*	16.75"	x	10.75"
two-page spread (no bleed)	16.25"	x	10.25"
full-page (bleed)*	8.375"	x	10.75"
full-page (no bleed)	7.625"	x	10"
2/3-page (bleed)*	5.25"	x	10.75"
2/3-page (no bleed)	4.667"	x	9.125"
1/2-page (bleed)*	8.375"	x	5.25"
1/2-page (no bleed)	7.125"	x	4.5"
1/3-page (no bleed)	4.667"	x	4.5"
business card (no bleed)**	2.125"	x	3.5"

**\*BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

\*\*The business card ad has [special specifications](#).

### artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the *US WEB Uncoated v2* color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at [magazine.wsu.edu/artwork](http://magazine.wsu.edu/artwork). *Washington State Magazine* is not responsible for the quality of any printed ad that does not conform to these specifications.

#### SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at [filetransfer.wsu.edu](http://filetransfer.wsu.edu) (use [jpaxson@wsu.edu](mailto:jpaxson@wsu.edu) as the recipient's name), or by email (under 10MB) to [jpaxson@wsu.edu](mailto:jpaxson@wsu.edu). Please include all pertinent insertion and contact information along with payment.

## ad rates

	1X	2X	3X
two-page spread	\$7,430	\$7,060	\$6,705
full-page	\$4,150	\$3,945	\$3,745
2/3-page	\$3,485	\$3,310	\$3,145
1/2-page	\$2,655	\$2,520	\$2,395
1/3-page	\$2,075	\$1,970	\$1,875
business card	\$500	\$450	\$400

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeit.

## rates + deadlines

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

### AVAILABLE ON REQUEST

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.

## advertising deadlines

issue	space close	ad due
November 2020 ( <i>Winter</i> )	7/24/20	9/4/20
February 2021 ( <i>Spring</i> ) - digital only	10/23/20	12/4/20
May 2021 ( <i>Summer</i> ) - exclusive distribution	1/29/21	3/11/21
August 2021 ( <i>Fall</i> )	4/22/21	6/3/21
November 2021 ( <i>Winter</i> )	7/22/21	9/2/21

**MAGAZINE STAFF****Editor:** Larry Clark '94**Associate Editor:** Adriana Janovich**Art Director:** John Paxson**Writers:** Rebecca Phillips,

Brian Charles Clark

**kudos**

From its very first issue, *Washington State Magazine* has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.

Summer 2016 "Star Trails" cover: Silver award, CASE regional | Summer 2016 "The Pharmacist" illustration: Silver award, CASE regional | Summer 2014 cover: Silver award from CASE Circle of Excellence | Spring 2014 "A Dose of Reason: Pediatric specialists advocate for vaccines": Silver award, Best Articles of the Year, CASE regional | 2013: Grand Gold award for general interest magazine (>75,000 circulation), CASE regional | Fall 2013 "If You Don't Snooze, You Lose": Silver award, Best Articles of the Year, CASE regional | Summer 2013 "The Animal Mind Reader": Gold award, Individual articles, CASE regional | Fall 2012 "The China Connection" illustration: Silver award, CASE regional | 2011: Grand Gold award for general interest magazine (>75,000 circulation), CASE regional | 2011: Photographer of the Year, Zach Mazur, CASE Circle of Excellence | Spring 2011 "The Song Is You" illustration: Silver award CASE Circle of Excellence | 2010: Silver award, Creative uses of technology and new media, "Coordinates", CASE regional | Fall 2010 "Cultivated Landscapes" cover: Excellence in design | Fall 2010 "Cultivating New Energy": Silver award, Individual articles, CASE regional | Spring 2010 "Desperately Seeking Sherman": Gold award, Individual articles, CASE regional | Spring 2010 "You Must Remember This": Silver award, Editorial design, CASE Circle of Excellence | Fall 2009 "Master Gardeners": Bronze award, Individual articles, CASE regional | 2008: Silver award for general interest magazine (>75,000 circulation), CASE regional | Winter 2008 "Fine Specimens" cover: Gold award, CASE regional | Spring 2008 "The Home of My Family: Ozette, the Makahs, and Doc Daugherty": Gold award for photo series, CASE regional | 2007: Bronze award for general interest magazine (>75,000 circulation), CASE regional | Summer 2007 cover illustration: Bronze award, CASE regional | Spring 2007 "Ray Troll—A Story of Fish, Fossils and Funky Art": Gold award, Individual articles, CASE regional | Spring 2007: Silver award, periodical special issue "The Beauty of Evolution", CASE regional | 2006: Periodical staff writing, gold award from CASE Circle of Excellence | Fall 2006: "The brave new world of college recruiting" illustration: silver award, CASE regional | Summer 2006 "Eating Well to Save the Sound": Best articles of the year, bronze award, CASE Circle of Excellence | Spring 2005 "Where Water Meets Desert": Bronze award, photography, CASE regional | Fall 2002 "Genetically modified foods—What's in it for You?" illustration: Gold award, CASE regional | Fall 2002 "Genetically modified foods—What's in it for You?": Silver award, Individual articles, CASE regional | Summer 2002 "The Pull of Rowing": Photo series, Robert Hubner, silver award, CASE regional | Summer 2002 "A Titan's Tale": Bronze award, Individual articles, CASE regional | Spring 2002 "Nurses to the Homeless": Silver award, Individual articles, CASE regional

**legal stuff**[magazine.wsu.edu/advertising](http://magazine.wsu.edu/advertising)**ADVERTISING RESTRICTIONS**

*Washington State Magazine* reserves the right to refuse any ad not compatible with the mission of Washington State University or the magazine. WSM will not accept ads for:

**casinos, gambling, or other wagering companies, websites, or facilities**

**websites or publications containing adult or pornographic content**

Additionally, postal regulations prohibit *Washington State Magazine* from accepting **print advertising** for credit cards, insurance, or travel arrangements. This does not apply to web advertising.

**DELIVERY ADDRESS**

*Washington State Magazine* Advertising  
Information Technology Building, Room 2013  
Washington State University  
PO Box 641227  
Pullman, WA 99164-1227